

ORDER



Orders
Order / Rev: 723834 - 1
Alt Order #: 06386945
Product Desc: CARMONA FOR AZ Flight 10/23-10/29, :
Estimate: 2146
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Carmona,R/ D / Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	12	\$12,950.00	\$11,007.50
10/29/12	11/04/12	4	\$6,750.00	\$5,737.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$12,950.00	\$11,007.50	0.00
November 2012	4	\$6,750.00	\$5,737.50	0.00
Totals	16	\$19,700.00	\$16,745.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KPNX	25%	\$19,700.00
Market	100%	\$78,800.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	8%	\$6,304.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	5%	\$3,940.00
UNKWN	0%	\$0.00

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Advertiser: Carmona,R/ D / Senate
 Product Desc: CARMONA FOR AZ Flight 10/23-10/29, KPNX
 Estimate: 2146

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/23/12	10/29/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2				\$175.00		0.00			
2	KPNX	10/23/12	10/29/12	M-F 530-6a 12 News Today	CM	530-6a	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2				\$250.00		0.00			
3	KPNX	10/23/12	10/29/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		2				\$1,000.00		0.00			
4	KPNX	10/23/12	10/29/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		1				\$500.00		0.00			
5	KPNX	10/23/12	10/29/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		1				\$350.00		0.00			
6	KPNX	10/23/12	10/29/12	Days of Our Lives Days of Our Lives	CM	2-3p	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		1				\$500.00		0.00			
7	KPNX	10/23/12	10/29/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		1				\$700.00		0.00			
8	KPNX	10/23/12	10/29/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTFSS		1				\$2,400.00		0.00			
9	KPNX	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		1				\$1,400.00		0.00			
10	KPNX	10/25/12	10/25/12	Thu Prime B Office/Parks & Rec	CM	8-9p	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$3,500.00		0.00			
11	KPNX	10/26/12	10/26/12	Fri Prime B Grimm	CM	8-9p	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--		1				\$2,000.00		0.00			
12	KPNX	10/27/12	10/27/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$500.00		0.00			
13	KPNX	10/27/12	10/27/12	Sat Prime B Chicago Fire	CM	8-9p	-----S-	:30	1	\$600.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KPNX	10/22/12-10/28/12	Sat Prime B		8-9p	-----Sa--	:30		(\$600.00)	0.00	NM			
	Credited [credit \$ moved into nfl game spots 10/28 and 11/4]														
15	KPNX	10/29/12	10/29/12	Mon Prime C Revolution	CM	9-10p	M-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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15	KPNX	10/29/12	10/29/12	Mon Prime C Revolution	CM	9-10p	M- - - - -	:30	1	\$5,000.00	P-1	0.00 NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M- - - - -	1		\$5,000.00		0.00						
													Totals	16	\$19,700.00
*Tax 1 Note: Tax 0.5%.															

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